

Order / Rev: 698781 - 3
 Alt Order #: 6227601
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 693

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$250.00		0.00			
4	WTLV	10/19/12	10/19/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	----F--	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$120.00		0.00			
5	WTLV	10/19/12	10/19/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	----F--	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$135.00		0.00			
6	WTLV	10/19/12	10/19/12	M-F 4-5p Ellen	CM	M-F 4p-5p	----F--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$175.00		0.00			
7	WTLV	10/19/12	10/19/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$300.00		0.00			
8	WTLV	10/19/12	10/19/12	M-F 5-6a M-F 5-6am	CM	5a-6a	----F--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$275.00		0.00			
9	WTLV	10/19/12	10/19/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	1	\$410.00	P-3	0.00	NM	1	\$410.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$410.00		0.00			
10	WTLV	10/19/12	10/19/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	----F--	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$660.00		0.00			
11	WTLV	10/19/12	10/19/12	M-F 6-7a M-F 6-7am	CM	6a-7a	----F--	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$605.00		0.00			
12	WTLV	10/19/12	10/19/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	----F--	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$660.00		0.00			
13	WTLV	10/19/12	10/19/12	Today Show M-F 7-9am	CM	7a-9a	----F--	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$605.00		0.00			
14	WTLV	10/19/12	10/19/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	----F--	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$660.00		0.00			
15	WTLV	10/19/12	10/19/12		CM	9a-10a	----F--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show II M-F 9-10am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOWII <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$275.00 0.00															
16	WTLV	10/22/12	10/22/12	M-F 10-11a	CM	M-F 10a-11a	M-----	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
Today Show 3 ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$220.00 0.00															
17	WTLV	10/22/12	10/22/12	LN (M-Su)	CM	11-1135p	M-----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
Late News (M-Su) ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$525.00 0.00															
18	WTLV	10/22/12	10/22/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Tonight Show ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$250.00 0.00															
19	WTLV	10/22/12	10/22/12	M-F 11a-12p	CM	M-F 11a-12p	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
First Coast Living ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST LIVING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$90.00 0.00															
20	WTLV	10/22/12	10/22/12	M-F 1230-1p	CM	M-F 1230p-1257p	M-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
Extra ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$120.00 0.00															
21	WTLV	10/22/12	10/22/12	M-F 12-1230p	CM	M-F 12p-12:30p	M-----	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
FCN Noon News ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$135.00 0.00															
22	WTLV	10/22/12	10/22/12	M-F 4-5p	CM	M-F 4p-5p	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
Ellen ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00															
23	WTLV	10/22/12	10/22/12	M-F 5-530p	CM	M-F 5p-5:30p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
M-F 5-530pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$300.00 0.00															
24	WTLV	10/22/12	10/22/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
M-F 5-6am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$275.00 0.00															
25	WTLV	10/22/12	10/22/12	M-F 530-6p	CM	M-F 5:30p-6p	M-----	:30	1	\$410.00	P-3	0.00	NM	1	\$410.00
M-F 5:30-6pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$410.00 0.00															
26	WTLV	10/22/12	10/22/12	M-F 6-630p	CM	M-F 6p-6:30p	M-----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
M-F 6-630pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$660.00 0.00															
27	WTLV	10/22/12	10/22/12		CM	6a-7a	M-----	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
50	WTLV	10/18/12	10/18/12	Today Show M-F 7-9am	CM	7a-9a	---T---	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$605.00		0.00			
51	WTLV	10/18/12	10/18/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	---T---	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$660.00		0.00			
52	WTLV	10/18/12	10/18/12	Today Show II M-F 9-10am	CM	9a-10a	---T---	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOWII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$275.00		0.00			
53	WTLV	10/16/12	10/16/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$220.00		0.00			
54	WTLV	10/16/12	10/16/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$525.00		0.00			
55	WTLV	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$250.00		0.00			
56	WTLV	10/16/12	10/16/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-T-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST LIVING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$90.00		0.00			
57	WTLV	10/16/12	10/16/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	-T-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$120.00		0.00			
58	WTLV	10/16/12	10/16/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-T-----	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$135.00		0.00			
59	WTLV	10/16/12	10/16/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-T-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$175.00		0.00			
60	WTLV	10/16/12	10/16/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$300.00		0.00			
61	WTLV	10/16/12	10/16/12	M-F 5-6a M-F 5-6am	CM	5a-6a	-T-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$275.00		0.00			
62	WTLV	10/16/12	10/16/12		CM	M-F 5:30p-6p	-T-----	:30	1	\$410.00	P-3	0.00	NM	1	\$410.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530-6p M-F 5:30-6pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$410.00		0.00				
63	WTLV	10/16/12	10/16/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-T-----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$660.00		0.00				
64	WTLV	10/16/12	10/16/12	M-F 6-7a M-F 6-7am	CM	6a-7a	-T-----	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$605.00		0.00				
65	WTLV	10/16/12	10/16/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-T-----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$660.00		0.00				
66	WTLV	10/16/12	10/16/12	Today Show M-F 7-9am	CM	7a-9a	-T-----	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$605.00		0.00				
67	WTLV	10/16/12	10/16/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-T-----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$660.00		0.00				
68	WTLV	10/16/12	10/16/12	Today Show II M-F 9-10am	CM	9a-10a	-T-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOWII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$275.00		0.00				
69	WTLV	10/17/12	10/17/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	--W----	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	--W----			1		\$220.00		0.00				
70	WTLV	10/17/12	10/17/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--W----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	--W----			1		\$525.00		0.00				
71	WTLV	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	--W----			1		\$250.00		0.00				
72	WTLV	10/17/12	10/17/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	--W----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST LIVING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	--W----			1		\$90.00		0.00				
73	WTLV	10/17/12	10/17/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	--W----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	--W----			1		\$120.00		0.00				
74	WTLV	10/17/12	10/17/12		CM	M-F 12p-12:30p	--W----	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00

Order / Rev: 698781 - 3
 Alt Order #: 6227601
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 693

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12-1230p FCN Noon News ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$135.00		0.00			
75	WTLV	10/17/12	10/17/12	M-F 4-5p	CM	M-F 4p-5p	--W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
Ellen ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$175.00		0.00			
76	WTLV	10/17/12	10/17/12	M-F 5-530p	CM	M-F 5p-5:30p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
M-F 5-530pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$300.00		0.00			
77	WTLV	10/17/12	10/17/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
M-F 5-6am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$275.00		0.00			
78	WTLV	10/17/12	10/17/12	M-F 530-6p	CM	M-F 5:30p-6p	--W----	:30	1	\$410.00	P-3	0.00	NM	1	\$410.00
M-F 5:30-6pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$410.00		0.00			
79	WTLV	10/17/12	10/17/12	M-F 6-630p	CM	M-F 6p-6:30p	--W----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
M-F 6-630pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$660.00		0.00			
80	WTLV	10/17/12	10/17/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
M-F 6-7am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$605.00		0.00			
81	WTLV	10/17/12	10/17/12	M-F 7-730p	CM	M-F 7p-7:30p	--W----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
Wheel of Fortune ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$660.00		0.00			
82	WTLV	10/17/12	10/17/12	Today Show	CM	7a-9a	--W----	:30	1	\$605.00	P-3	0.00	NM	1	\$605.00
M-F 7-9am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$605.00		0.00			
83	WTLV	10/17/12	10/17/12	M-F 730-8p	CM	M-F 7:30p-8p	--W----	:30	1	\$660.00	P-3	0.00	NM	1	\$660.00
Jeopardy ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$660.00		0.00			
84	WTLV	10/17/12	10/17/12	Today Show II	CM	9a-10a	--W----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
M-F 9-10am ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TODAY SHOWII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$275.00		0.00			
85	WTLV	10/16/12	10/16/12	M-F 3-4p	CM	M-F 3p-4p	-T-----	:30	1	\$155.00	P-3	0.00	NM	1	\$155.00
Katie ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$155.00		0.00			
86	WTLV	10/19/12	10/19/12		CM	5a-6a	----F--	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00

